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2018 MAY -9 PM 2:59

Form RE-2

Date/Time Stamp:

## EMPLOYEE PRE-TRAVEL AUTHORIZATION

**Pre-Travel Filing Instructions:** Complete and submit this form at least 30 days prior to the travel departure date to the Select Committee on Ethics in SH-220. Incomplete and late travel submissions will not be considered or approved. This form must be typed and is available as a fillable PDF on the Committee's website at [ethics.senate.gov](http://ethics.senate.gov). Retain a copy of your entire pre-travel submission for your required post-travel disclosure.

Name of Traveler: Kara van Stralen

Employing Office/Committee: Senator Maggie Hassan (D-NH)

Private Sponsor(s) (list all): Interactive Advertising Bureau (IAB)

Travel date(s): Wednesday, May 2, 2018

*Note: If you plan to extend the trip for any reason you must notify the Committee.*

Destination(s): New York, New York

Explain how this trip is specifically connected to the traveler's official or representational duties:

This trip focuses on the digital advertising industry and will help inform me as I advise the Senator on these issues. The trip will provide a strong background as I staff the Senator's work on the Senate Commerce Committee, which has jurisdiction over digital advertising through its technology and consumer protection and Federal Trade Commission focuses.

Name of accompanying family member (if any): \_\_\_\_\_

Relationship to Employee: ☐ Spouse ☐ Child

I certify that the information contained in this form is true, complete and correct to the best of my knowledge:

3/30/2018  
(Date)

Kara Van Stralen  
(Signature of Employee)

TO BE COMPLETED BY SUPERVISING SENATOR/OFFICER (President of the Senate, Secretary of the Senate, Sergeant at Arms, Secretary for the Majority, Secretary for the Minority, and Chaplain):

I, Senator Maggie Hassan hereby authorize Kara van Stralen  
(Print Senator's/Officer's Name) (Print Traveler's Name)

an employee under my direct supervision, to accept payment or reimbursement for necessary transportation, lodging, and related expenses for travel to the event described above. I have determined that this travel is in connection with his or her duties as a Senate employee or an officeholder, and will not create the appearance that he or she is using public office for private gain.

I have also determined that the attendance of the employee's spouse or child is appropriate to assist in the representation of the Senate. (signify "yes" by checking box) ☐

3/30/18  
(Date)

Maggie Hassan  
(Signature of Supervising Senator/Officer)



Date/Time Stamp:

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Kara van Stralen

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3/30/2018  
(Date)

Kara Van Stralen  
(Signature of Employee)

TO BE COMPLETED BY SUPERVISING SENATOR/OFFICER (President of the Senate, Secretary of the Senate, Sergeant at Arms, Secretary for the Majority, Secretary for the Minority, and Chaplain):

I, Senator Maggie Hassan hereby authorize Kara van Stralen  
(Print Senator's/Officer's Name) (Print Traveler's Name)

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\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature of Supervising Senator/Officer)

## Van Stralen, Kara (Hassan)

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**From:** Kori Reese <kori@iab.com>  
**Sent:** Monday, March 26, 2018 4:19 PM  
**To:** Van Stralen, Kara (Hassan)  
**Subject:** Invitation to IAB NewFronts – May 2nd  
**Attachments:** 2018 IAB Newfront Itinerary.pdf; 2018 NewFront Trip Invite List.pdf; Senate Private Sponsor Travel Certification Form IAB NewFront Trip.pdf; Newfront Invitation Letter to Kara Van Stralen.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hi Kara,

I hope this note finds you well. I just wanted to follow-up with you on Randall's email (outlined below) to see if you had any questions or concerns that I could address?

Many Thanks,

Korisan (Kori) Reese  
Executive Assistant to Randall Rothenberg & Patrick Dolan  
IAB  
T: 212.609-3735  
F: 212.937.3361  
116 East 27th Street, 7th Floor  
New York, NY 10016  
[kori@iab.com](mailto:kori@iab.com)  
[www.iab.com](http://www.iab.com)

**From:** Randall Rothenberg  
**Sent:** Monday, March 19, 2018 4:18 PM  
**To:** 'kara\_vanstralen@hassan.senate.gov' <kara\_vanstralen@hassan.senate.gov>  
**Subject:** Invitation to IAB NewFronts – May 2nd

Dear Kara:

On behalf of the Interactive Advertising Bureau (IAB), I would like to invite you to join us at the IAB NewFronts in New York on Wednesday May 2<sup>nd</sup>. The NewFronts are a chance to see what innovative things are happening on the video side of the digital advertising industry. The day will provide an opportunity to learn about other elements of the digital advertising industry from both cutting edge publishers and innovative ad technology companies. You will also learn about some of the legislative issues that affect the digital advertising industry. We have attached all of the forms needed for approval by Senate Ethics. Your paperwork must be submitted no later than April 2<sup>nd</sup>. We hope you'll be able to join us.

Best,

Randall Rothenberg  
President & CEO

**IAB**  
**116 E. 27<sup>th</sup> St., Seventh Floor**  
**New York, NY 10016**  
**(212) 380-4717**  
**[www.iab.com](http://www.iab.com)**

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**Randall Rothenberg**  
**President & CEO**  
**Interactive Advertising Bureau**

## PRIVATE SPONSOR TRAVEL CERTIFICATION FORM

This form must be completed by any private entity offering to provide travel or reimbursement for travel to Senate Members, officers, or employees (Senate Rule 35, clause 2). Each sponsor of a fact-finding trip must sign the completed form. The trip sponsor(s) must provide a copy of the completed form to each invited Senate traveler, who will then forward it to the Ethics Committee with any other required materials. The trip sponsor(s) should **NOT** submit the form directly to the Ethics Committee. Please consult the accompanying instructions for more detailed definitions and other key information.

The Senate Member, officer, or employee **MUST** also provide a copy of this form, along with the appropriate travel authorization and reimbursement form, to the Office of Public Records (OPR), Room 232 of the Hart Building, within thirty (30) days after the travel is completed.

1. Sponsor(s) of the trip (please list all sponsors): \_\_\_\_\_  
Interactive Advertising Bureau (IAB).
2. Description of the trip: IAB is inviting Congressional staff to its annual NewFront event in New York, NY  
for a one day event focused on the digital advertising industry.
3. Dates of travel: May 2, 2018
4. Place of travel: New York, NY
5. Name and title of Senate invitees: Please see the attached invite list.
6. I *certify* that the trip fits one of the following categories:  
☐ (A) The sponsor(s) are not registered lobbyists or agents of a foreign principal and do not retain or employ registered lobbyists or agents of a foreign principal and no lobbyist or agents of a foreign principal will accompany the Member, officer, or employee *at any point* throughout the trip.  
- OR -  
☒ (B) The sponsor or sponsors are not registered lobbyists or agents of a foreign principal, but retain or employ one or more registered lobbyists or agents of a foreign principal and the trip meets the requirements of Senate Rule 35.2(a)(2)(A)(i) or (ii) (*see question 9*).
7. ☒ I *certify* that the trip will not be financed in any part by a registered lobbyist or agent of a foreign principal.  
- AND -  
☒ I *certify* that the sponsor or sponsors will not accept funds or in-kind contributions earmarked directly or indirectly for the purpose of financing this specific trip from a registered lobbyist or agent of a foreign principal or from a private entity that retains or employs one or more registered lobbyists or agents of a foreign principal.
8. I *certify* that:  
☒ The trip will not in any part be planned, organized, requested, or arranged by a registered lobbyist or agent of a foreign principal except for *de minimis* lobbyist involvement.  
- AND -  
☒ The traveler will not be accompanied on the trip by a registered lobbyist or agent of a foreign principal except as provided for by Committee regulations relating to lobbyist accompaniment (*see question 9*).



9. **USE ONLY IF YOU CHECKED QUESTION 6(B)**

I *certify* that if the sponsor or sponsors retain or employ one or more registered lobbyists or agents of a foreign principal, one of the following scenarios applies:

☒ (A) The trip is for attendance or participation in a one-day event (exclusive of travel time and one overnight stay) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *on any segment* of the trip.

– OR –

☐ (B) The trip is for attendance or participation in a one-day event (exclusive of travel time and two overnight stays) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *on any segment* of the trip (*see questions 6 and 10*).

– OR –

☐ (C) The trip is being sponsored only by an organization or organizations designated under § 501(c)(3) of the Internal Revenue Code of 1986 and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *at any point* throughout the trip.

10. **USE ONLY IF YOU CHECKED QUESTION 9(B)**

If the trip includes two overnight stays, please explain why the second night is practically required for Senate invitees to participate in the travel:

N/A

11. ☒ An itinerary for the trip is attached to this form. I *certify* that the attached itinerary is a detailed (hour-by-hour), complete, and final itinerary for the trip.

12. Briefly describe the role of each sponsor in organizing and conducting the trip:

As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.

13. Briefly describe the stated mission of each sponsor and how the purpose of the trip relates to that mission:

IAB is the trade association for the digital advertising industry. Its missions are developing technical standards and best practices, fielding research on interactive advertising, and education, and this trip will highlight and educate about developments in digital advertising.

14. Briefly describe each sponsor's prior history of sponsoring congressional trips:

IAB sponsored a Congressional trip to its NewFront event in 2016, and to its Content Studios event in 2017.



15. Briefly describe the educational activities performed by each sponsor (other than sponsoring congressional trips):

IAB frequently publishes white papers and research on marketing and technological trends.

16. Total Expenses for Each Participant:

	Transportation Expenses	Lodging Expenses	Meal Expenses	Other Expenses
<input checked="" type="checkbox"/> Good Faith estimate	\$260 - Amtrak \$105 - Chartered van ground transportation	N/A	\$65	N/A
<input type="checkbox"/> Actual Amounts				

17. State whether a) the trip involves an event that is arranged or organized *without regard* to congressional participation or b) the trip involves an event that is arranged or organized *specifically with regard* to congressional participation:

This trip involves a one-day event that is arranged or organized specifically with regard to Congressional participation.

18. Reason for selecting the location of the event or trip

The annual NewFront digital advertising trade show is held in New York City and the offices of several IAB member companies are located in New York City.

19. Name and location of hotel or other lodging facility:

20. Reason(s) for selecting hotel or other lodging facility:

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21. Describe how the daily expenses for lodging, meals, and other expenses provided to trip participants compares to the maximum per diem rates for official Federal Government travel:

~~The daily expenses for travel, and other expenses provided to participants will be less than the maximum~~  
per diem rates, as set by the GSA. The expenses for meals slightly exceeds the maximum  
per diem rate and this is due to higher catering costs in downtown New York City.

22. Describe the type and class of transportation being provided. Indicate whether coach, business-class or first class transportation will be provided. If first-class fare is being provided, please explain why first-class travel is necessary:

Coach class train transportation and chartered van ground transportation will be provided.

23. ☒ I represent that the travel expenses that will be paid for or reimbursed to Senate invitees do not include expenditures for recreational activities, alcohol, or entertainment (other than entertainment provided to all attendees as an integral part of the event, as permissible under Senate Rule 35).

24. List any entertainment that will be provided to, paid for, or reimbursed to Senate invitees and explain why the entertainment is an integral part of the event:

None.

25. I hereby *certify* that the information contained herein is true, complete and correct. (You must include the completed signature block below for each travel sponsor.)

Signature of Travel Sponsor: 

Name and Title: Randall Rothenberg

Name of Organization: Interactive Advertising Bureau

Address: 116 E. 27th Street, 7th Floor, New York, NY 10016

Telephone Number: (212) 380-4717

Fax Number: (212) 545-8789

E-mail Address: Randall@iab.com

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Wednesday, May 2nd

5:50 am – 8:52 am Amtrak train from Washington Union Station to New York Penn Station

8:55 am – 9:00 am Walk from Penn Station to HULU NewFront

9:00 am – 11:00 am **Attend HULU NewFront Presentation**

Staff will learn and see the innovative ways digital advertising is being integrated into video content. They will have the opportunity to hear facts and figures about user engagement with video advertising and better understand the video advertising market.

Location: Madison Square Garden Theatre

11:15 am – 11:45 am Travel to ESPN NewFront

12:00 pm – 2:00 pm **Attend ESPN NewFront Presentation (Lunch Included)**

Staff will have the chance to see how ESPN produces their award digital content and hear how the digital sports industry is being monetized.

Location: 547 West 26th Street

2:00 pm – 2:15 pm Travel to Self-Regulatory Briefing

2:15 pm – 3:15 pm **DAA / TAG Briefing**

Staff will hear from leaders of the two self-regulatory bodies that police the digital advertising industry: the Digital Advertising Alliance (DAA) and the Trustworthy Accountability Group (TAG).

Location: TBD

3:15 pm – 3:45 pm Travel to New York Times

3:45 pm – 4:45 pm **Visit and Tour of New York Times**

Staffers will learn the innovative ways NY Times is combining story-telling with digital advertising. They will also have the chance to hear from executives about the way online advertising is changing media.

Location: 620 8th Ave, 15th Floor

5:00 pm – 5:30 pm Travel to Penn Station

6:00 pm – 8:58 pm Amtrak train from New York Penn Station to Washington DC

First Name	Last Name	Title	Office	Committee	Reason for Invitation
John	Quaresima	Staff Director	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As the Staff Director for the Subcommittee, Mr. Quaresima works on issues related to consumer protection, digital advertising and privacy.
Carl	Quirk	Senior Professional Staff Member	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As a senior professional staff member on the Subcommittee, Mr. Quirk works on issues related to consumer protection, digital advertising and privacy.
Amanda	Coyne	Senior Advisor	Office of Senator Dan Sullivan	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Coyne works on issues related to digital advertising and privacy.
Cynthia	O'Donnally	Policy Director and Counsel	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As Policy Director and Counsel on the Subcommittee, Ms. O'Donnally works on issues related to consumer protection, digital advertising and privacy.
Scarlet	Doyle	Senior Legislative Assistant	Office of Senator Chuck Heller	Senate Committee on Commerce, Science, and Transportation	As senior legislative assistant, Ms. Doyle works on issues related to digital advertising and privacy.
Paul	Feldman	Senior Counsel	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As the senior counsel for the Subcommittee, Mr. Feldman works on issues related to consumer protection, digital advertising and privacy.
Christina	Feld	Chief Counsel	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As chief counsel to the Subcommittee, Mr. Feld works on issues related to consumer protection, digital advertising and privacy.
Victoria	Flood	Legislative Assistant	Office of Senator Shelley Moore Capito	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Flood works on issues related to digital advertising and privacy.
Joel	Kelley	Chief of Staff	Office of Senator Richard Durbin	Senate Committee on Commerce, Science, and Transportation	As Chief of Staff, Mr. Kelley oversees all of the Senator's work, including on issues related to digital advertising and privacy.
Summit	Ross	Technology Policy Advisor	Office of Senator Brian Schatz	Senate Committee on Commerce, Science, and Transportation	As Technology Policy Advisor, Mr. Ross works on issues related to digital advertising and privacy.
Mel	Klopper	Chief of Staff	Office of Senator Orry Gohmert	Senate Committee on the Judiciary	As Chief of Staff, Mr. Klopper oversees all of the Senator's work, including on issues related to digital advertising and privacy.
Sam	Love	Legislative Assistant	Office of Senator Orry Gohmert	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Mr. Love works on issues related to digital advertising and privacy.
Sean	McLain	Legislative Assistant	Office of Senator Ted Cruz	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Mr. McLain works on issues related to digital advertising and privacy.
Erica	McIntyre	General Counsel	Office of Senator Timmy Duckworth	Senate Committee on Commerce, Science, and Transportation	As General Counsel, Ms. McIntyre works on issues related to digital advertising and privacy.
Charles	Peterson	Senior Professional Staff Member	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As a senior professional staff member on the Subcommittee, Mr. Peterson works on issues related to consumer protection, digital advertising and privacy.
Sydney	Peel	Legislative Counsel	Office of Senator Gary Peters	Senate Committee on Commerce, Science, and Transportation	As legislative counsel, Ms. Peel works on issues related to digital advertising and privacy.
Matt	Reish	Legislative Assistant	Office of Senator Ron Johnson	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Reish works on issues related to digital advertising and privacy.
Matthew	Potter	Professional Staff Member	Senate Committee on Commerce, Science, and Transportation	Senate Committee on Commerce, Science, and Transportation	As a professional staff member on the Subcommittee, Mr. Potter works on issues related to consumer protection, digital advertising and privacy.
Lauren	Sabo	Legislative Assistant	Office of Senator Dan Sullivan	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Sabo works on issues related to digital advertising and privacy.
Kate	Van Straten	Senior Policy Advisor	Office of Senator Maggie Hassan	Senate Committee on Commerce, Science, and Transportation	As Senior Policy Advisor, Ms. Van Straten works on issues related to digital advertising and privacy.
Joseph	Wunder	Senior Policy Advisor	Office of Senator Ed Markey	Senate Committee on Commerce, Science, and Transportation	As Senior Policy Advisor, Mr. Wunder works on issues related to digital advertising and privacy.
Anna	Yu	Legislative Assistant	Office of Senator Richard Durbin	Senate Committee on Commerce, Science, and Transportation	As legislative assistant, Ms. Yu works on issues related to digital advertising and privacy.